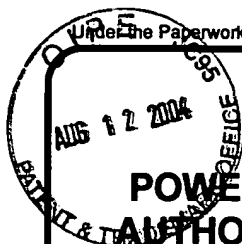


Please type a plus sign (+) inside this box → +

PTO/SB/81 (02-01)

Approved for use through 10/31/2002. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.



## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	10/821,654
Filing Date	April 9, 2004
First Named Inventor	ALSARRAF, Laith
Title	Targeted Email Promotion
Group Art Unit	2142
Examiner Name	Not known
Attorney Docket Number	68983-013

I hereby appoint:

☒ Practitioners at Customer Number

33401

Place Customer  
Number Bar Code  
Label here

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

☐ The above-mentioned Customer Number.

OR

☐ Practitioners at Customer Number

Place Customer  
Number Bar Code  
Label here

OR

☐ Firm or  
Individual Name

Address

Address

City

State

Zip

Country

Telephone

Fax

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

Name

(Name) Laith Alsarraf, (Title) CFO

Signature

Date

July 27<sup>th</sup>, 2004

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**STATEMENT UNDER 37 CFR 3.73(b)**

AUG 12 2004

Applicant/Patent Owner: Spectaris LLCApplication No./Patent No.: 10/821,654Filed/Issue Date: April 9, 2004Entitled: Targeted EMail PromotionSpectaris LLC

(Name of Assignee)

, a Delaware Corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

July 27<sup>th</sup>, 2004  
Date

Laith Alsarraf  
Typed or printed name  
[Signature]  
Signature

CFO

Title

**ASSIGNMENT**  
(Joint Inventors)

COPY

WHEREAS, we, Laith Alsarraf and Pablo Franzetti, ("ASSIGNORS"), have invented "TARGETED EMAIL PROMOTION" ("Invention") for which we have filed an application for a patent ("Application") in the United States, U.S. Patent Application Serial No. 10/821,654, filed April 9, 2004, which claims priority to Application Serial No. 60/500,981, filed September 8, 2003, entitled "TARGETED E-MAIL PROMOTION AND TWO-TIER FILTERING";

WHEREAS, we are the joint inventors of the Invention;

WHEREAS, Spectaris LLC, ("ASSIGNEE") is a limited liability company organized and existing under the laws of Delaware, having a place of business at 17328 Ventura Boulevard, Suite 118, Encino, California;

WHEREAS, ASSIGNEE desires to acquire the entire right, title and interest in and to the Invention and Application and to all patents based on the Application;

NOW, THEREFORE, for valuable consideration, the receipt and legal sufficiency of which ASSIGNORS acknowledge, ASSIGNORS have and hereby do assign and transfer to ASSIGNEE, its successors and assigns, the entire right, title and interest in and to:

1. The Invention;
2. The Application;
3. All applications based on or claiming priority from the Application, including all U.S. utility patent applications, divisionals and continuations ("Application Family");
4. All patents which may be granted on the Invention, Application and Application Family by the United States of America, its territories and possessions, and by all foreign countries, including all priority rights and all reissues thereof ("Patents"); and
5. The right to sue for past infringement of the Invention, Application, Application Family and Patents.

ASSIGNORS agree, at the request of ASSIGNEE, to sign any and all papers reasonably needed to file and prosecute the Application and Application Family, to obtain the Patents, and to perfect and vest in ASSIGNEE the entire right, title and interest in the Invention, Application, Application Family and Patents. ASSIGNORS also agree to provide assistance that is reasonably needed to prepare and prosecute the Application and Application Family.

ASSIGNORS authorize and empower ASSIGNEE, its successors and assigns, to apply for and obtain, in its own name, the Application, Application Family and Patents before competent International Authorities, including the World Intellectual Property Organization and in any and all foreign countries in which applications for patents can be made or patents obtained.

Dated: July 23, 2004

  
Name: Laith Alsarraf

COPY

Address: 17328 Ventura Blvd. #311  
Encino, CA 91316

STATE OF CALIFORNIA )

) ss.

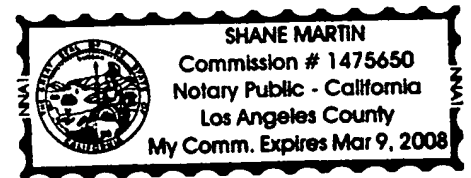
COUNTY OF LOS ANGELES )

On July 23, 2004 before Shane Martin Notary Public personally appeared Laith Alsarraf,  
☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence) to be the  
 person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that  
 he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their  
 signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s)  
 acted, executed the instrument.

WITNESS my hand and official seal.

Shane Martin  
 Notary Public

(SEAL)

Dated: July 23, 2004

NAME: Pablo Franzetti  
Address: 17328 Ventura Blvd. #311  
Encino, CA 91316

California  
 STATE OF ~~MARYLAND~~ )  
 ) ss.  
 COUNTY OF Los Angeles

On July 23, 2004 before Shane Martin Notary Public personally appeared Pablo Franzetti,  
☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence) to be the  
 person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that  
 he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their  
 signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s)  
 acted, executed the instrument.

WITNESS my hand and official seal.

Shane Martin  
 Notary Public

(SEAL)

COPY

